1 WHAT IS CLAIMED IS:

1. A method of presenting content to a user, comprising:

creating a user profile based upon a plurality of inputs by a user, the user profile representing preference characteristics of the user;

maintaining the user profile at a user location;

receiving at the user location a set of parameters defined for at least one content, the set of parameters originating from a source of contents;

correlating the user profile with the set of parameters at the user location to determine whether parameters in the set of parameters match preference characteristics in the user profile; and

reporting a match from the user location to the source of contents when a sufficient number of the parameters match preference characteristics in the user profile.

2. The method of Claim 1, wherein the sufficient number indicates a minimum number of matches required to generate a report.

3. The method of Claim 1, wherein the sufficient number indicates a minimum percentage of matches required to generate a report.

4. The method of Claim 1, wherein at least one of the parameters indicates that one or more selected parameters have more weight than other parameters.

5. The method of Claim 1, further comprising selectively sending the content represented by the match to the user.

6. The method of Claim 1, further comprising receiving the content at the user location.

7. The method of Claim 5, further comprising storing the content at the user location for deferred presentation to the user.

8. The method of Claim 1, wherein the set of parameters represents a solicitation for a predetermined content and wherein the content is sent when a match has been reported.

9. The method of Claim 1, wherein receiving the set of parameters includes receiving the content defined by the set of parameters.

1   10.   The method of Claim 1, wherein reporting a match represents an

2   acknowledgement that the user is likely to view the content.

1   11.   The method of Claim 1, wherein the content is an advertisement.

1   12.   The method of Claim 1, wherein the content has a predetermined format

2   selected from a group consisting of text files, image files, audio files and video files.

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1   13.   A method of selecting content for presentation to a user, comprising:

2   creating a user profile based upon a plurality of inputs by a user, the user

3   profile representing preference characteristics of the user;

4   maintaining the user profile at a user location;

5   receiving at the user location a set of parameters defined for at least one

6   content, the set of parameters originating from a source of contents;

7   correlating the user profile at the user location with the set of parameters

8   to determine whether parameters in the set of parameters match preference

9   characteristics in the user profile;

10   generating a match signal when a sufficient number of the parameters

11   match preference characteristics in the user profile; and

12   sending the match signal from the user location to the source of contents.

1   14.   The method of Claim 1, wherein the source of contents stores the content

2   defined by the set of parameters for selectively sending to the user location upon receipt

3   of the match signal.

1   15.   The method of Claim 1, further comprising receiving the content at the

2   user location.

1   16.   The method of Claim 1, further comprising storing the content at the user

2   location for deferred presentation to the user.

1   17.   The method of Claim 1, wherein the sufficient number indicates a

2   minimum number of matches required to generate a report.

1   18.   The method of Claim 1, wherein the sufficient number indicates a

2   minimum percentage of matches required to generate a report.

1   19.   The method of Claim 1, wherein at least one of the parameters indicates

2   that one or more selected parameters have more weight than other parameters.

1   20. The method of Claim 1, wherein the set of parameters represents a

2 solicitation for a predetermined content and wherein the content is sent when the source

3 of contents receives a match signal.

1   21. The method of Claim 1, wherein receiving the set of parameters includes

2 receiving the content defined by the set of parameters.

1   22. The method of Claim 1, wherein sending a match signal represents an

2 acknowledgement that the user is likely to view the content.

1   23. The method of Claim 1, wherein the content is an advertisement.

1   24. The method of Claim 1, wherein the content has a predetermined format

2 selected from a group consisting of text files, image files, audio files and video files.

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1 25. A system for receiving and presenting content at a user location,

2 comprising:

3 a profiling agent configured to create a user profile based upon a

4 plurality of inputs by a user, the user profile representing preference

5 characteristics of the user;

6 a storage device coupled to the profiling agent and configured to store

7 the user profile;

8 a receiver configured to receive a set of parameters defined for at least

9 one content, the set of parameters originating from a source of contents;

10 a processing module coupled to the receiver and the storage device, the

11 processing module configured to correlate the user profile with the set of

12 parameters to determine whether parameters in the set of parameters match

13 preference characteristics in the user profile, and to generate a match signal

14 when a sufficient number of the parameters match preference characteristics in

15 the user profile; and

16 a transmitter coupled to the processing module and configured to send

17 the match signal to the source of contents which stores the content defined by

18 the set of parameters.

1 26. The system of Claim 1, wherein the storage device is configured to

2 further store the set of parameters.

1 27. The system of Claim 1, wherein the receiver is configured to further

2 receive a content sent by the source of contents.

1 28. The system of Claim 1, wherein at least the profiling agent and the

2 storage device are part of a digital video recorder.

1 29. The system of Claim 1, wherein the digital video recorder further

2 includes the receiver and the processing module.

1 30. The system of Claim 1, further comprising an output device to present

2 the content to the user.

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